

**MASTER OF BUSINESS ADMINISTRATION  
(TEXTILE MANAGEMENT) (MBATEXM)**

**Term-End Examination**

**00995 December, 2014**

**MCTE-048 : RETAIL MANAGEMENT FOR  
TEXTILES AND APPAREL**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Answer any five questions. All questions carry equal marks.*

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1. (a) What is Retailing ? Explain retail trends in Indian scenario. 10
  - (b) Discuss the future of apparel retail industry in India. Explain the pros and cons of this industry. 10
  2. (a) What do you understand by Consumer Behaviour ? Explain the importance of understanding retail consumer behaviour. 10
  - (b) What are the factors which affect the buying behaviour of a retail shopper ? 10
  3. (a) What is Category Management ? Why does it play a major role in the success of retail outlets ? 10
  - (b) What is Merchandising Planning ? How does it help the merchandiser ? 10

4. (a) What is the importance of environmental analysis to the marketing manager ? 10
- (b) Define different steps of supplier in the process of retail business. 10
5. (a) Explain the statement “CRM is the backbone of successful business practice at a retailer”. 10
- (b) Explain how customer care relates to the overall marketing planning process. 10
6. (a) Briefly discuss the importance of IT in retail industry and discuss the various applications of IT used in retail sector. 10
- (b) “Shopping Malls in urban areas are a threat to traditional retailers.” Do you agree with this statement ? Justify your answer with examples. 10
7. (a) What is the importance of store layout in retail business ? Discuss the classification of various store layouts. 10
- (b) Discuss the changes the store may have to bring about in the light of the changing scenario. 10
8. (a) What is the importance of retail brand ? Is retail branding important for a retailer in India ? 10
- (b) State and explain the golden rule of the e-tailing. 10
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